SOCIAL MEDIA AND LIBRARY RESOURCE SHARING

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Absract
As social media become the centre of effective communication, we cannot ignore the influence of this media in libraries. The academic community is well versed in the use of these social media. So the library can attract them by using social media in libraries. More over that these media can effectively disseminate information to the users thereby making libraries more relevant.

Key Words: Social Media, Social Networking Site, Library and Information Centers, Library Professionals.

INTRODUCTION
When we are thinking of the effective sharing of library resources in this electronic era we cannot ignore the influence and possibilities of Social Media. Social Media have become the soul of all communications. In social media the users not only get ideas and information from a virtual community, but they can exchange their own ideas and information to the virtual community they are linked. The library management and the library professionals should seriously think of the means and methods for incorporating social media in information dissemination process. Otherwise library will be an outdated information organization.

According to Andreas Kaplan and Michael Haienlien social media are the collective internet based applications which build on the ideological and technological foundations of web 2.0 and that allow the creation and exchange of user generated content. As information and communication centers libraries cannot ignore the upcoming communication factor of the modern world. In a survey conducted in 2012 it was seen that there are 845 million monthly active users on Facebook. (Facebook,2012). Twitter reported that they reached the 100 million user mark in 2011. (Kiss, 2011). A number of new social media tools is entering the information market in a hurry. How can a library shut its eyes to these powerful tools?

1. SOCIAL MEDIA – AN ATTRACTING TOOL
A recent study in this regard conducted by Kai-Wah Chu and Du shows that the influence of social media in libraries is increasing. "In Asia, North America and Europe about 71% were found to be using social media tools in libraries". Why social media become viral in information dissemination process? The social media create a virtual community of library users and among this community they can share their ideas, findings and newly collected information. If the library holdings are promoted through these social media usage of content can be increased.

Majority of the library professionals are of opinion that the reading habit of the students is decreasing day by day. Some say that the students are going away from the print materials in the library. In such a situation the libraries should have an attracting character. If the libraries are using social media like facebook, twitter, orkut etc it can forge good relationship with users (Gerolinos,2011). The libraries will be relevant only through a good relationship with user community.

Library is not an organization where the library materials are kept safely. Today libraries have to mingle with the user community. According to Malik marketing is the way forward in transforming libraries for the future. As we know without marketing techniques we cannot sell anything in the market. In the same way libraries should push out information by highlighting library resources and library events. This can be done using available social media in libraries.

Library is not an organization without live interactions. Library and information centers should be engaged in dialogue with users. Library professionals should respond to the queries and complaints through these social media very effectively. If reference services are done using the social media, libraries will be more interactive.

 Let us discuss some of the major social media tools very effective for the knowledge management in libraries.

2. SOCIAL NETWORKING SITES
Out of the available social media tools social networking sites decorate the major place for the exchange of information and ideas. "The term social networking refers to a process of relationship building among a group of people who have a common interest. Also social networking is the grouping of individuals into specific groups, like small rural communities, student communities or neighborhood communities" (What is Social Networking, 2010). Libraries can make its own social

networking groups and they can share their experiences, ideas and information among this group. Library professionals should not be reluctant to this powerful social media communication tool.

2.1 Awareness among students about social networking sites
As per the survey conducted by Dr.H. Adithyakumar the academic community have a deep awareness of the social networking sites like facebook, you tube, orkut, twitter, yahoo!plus etc. About 94.33% of the academic community in Mysore is in close contact with facebook. Various studies about the influence of leading social networking sites show that not only the academic group, but also the rural community in villages are familiar to this most effective communication tool. Like facebook Orkut, Twitter, Myspace etc also have much influence in communication process.

2.2 Commonly used networking sites
Use of social networking sites among the college and university students are tremendously increasing day by day. Studies show that about 96 percent of academic community is using Facebook. You Tube, Twitter, Orkut, Slideshare, Yahoo!Plus, Wikipaedea, Flickr, MySpace,Blogs etc are also used popularly. For what purpose they are using these social networking sites? It is found that they are not only using these sites for entertainments or developing friendships, but also for exchanging and receiving new ideas and information.

2.3 Effectiveness of social networking sites in libraries
According to Tim O' Reilly "the use of online social networks by libraries and information organizations is also increasingly prevalent and growing tool that is being used to communicate with more potential library users, as well as extending the services provided to individual libraries". For example, a user who is getting a vital information by a book review can share that information through facebook, MySpace,Orkut etc. Then the persons who are interested in the same field from the virtual user community in the social networking site can use the same information. We can provide some important links of internet resources through the social networking sites. Some social networking sites can be used for making chat room forums and thereby book discussions can be done in library. Today assignment preparation and project works are becoming the inevitable part of our modern curricula. Research tips are needed for the above mentioned purposes and these research tips can be shared through the social networking sites. Articles published in these sites can become very helpful to the university and college students.

3. WEBLOG
The term weblog refers to a web page containing brief, chronologically arranged items of information. (Scott,2002). Though weblogs are personal websites, libraries can create weblogs for themselves and information can be disseminated to the users. In this information era libraries and information centers should act as powerful sources of information. So they should have their own weblogs. Using weblogs the library can provide their services to the clients Only knowing HTML the library professionals can serve the library community using weblog.

4. BLOGGING
Blogs are effective modern learning tools and library can make use of this tools. Blogs provide more opportunities for learners to construct their own learning actively. The modern electronic era has given new way to write blog and share views with others. Library can make their own blogs. The library users can write their ideas in blogs and share. Critical thinking and writing habit of the users can be improved through these blogs.

CONCLUSION
It is the proper time to introduce social media into the dissemination process of information especially in academic libraries. Without delay libraries must count social media as part of their core communication and information dissemination process. So the libraries should prepare their staff to communicate with the users professionally and fluently using social media skills. This will highlight the importance of libraries.

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